

*Docket No. PUS-M012-001**Page: 2***Amendments to the Specification**

Please paragraph [0066] as reflected in the publication document (US 2004/0128619) with the following amended paragraph:

[0066] Note that if the contact aid [[32]] 34 above is an email address 96, the email address is preferably tagged to be easily, automatically identified with the particular interaction point proximate which it is found (e.g., ET-Thunder@ufos.com, in which the "thunder" tag directly in the email address, enables a rule in email routing software in a marketing system to route the email to the appropriate person or mechanism/module equipped to answer questions about the interaction point.